

Institute for the Future

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**CALIFORNIA LOCAL
LIBRARIES EXPERT
WORKSHOP**

DATABOOK

NOVEMBER 3, 1995

prepared by

Institute for the Future

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CALIFORNIA STATE UNIVERSITY EXPERT WORKSHOP

November 3, 1995

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PARTICIPANT BIOGRAPHIES

Kathie Blankenship

As Director of Communications and External Affairs at Smart Valley, Inc., Kathie is responsible for membership communications and activities, as well as media liaison and fundraising. Previous to joining Smart Valley, she held various management positions during her 28 years at Pacific Bell, primarily dealing with public policy and marketing. Her last assignment at Pacific Bell was as Director of the Data Communications Product Management Division. She is currently a board member of the California ISDN User Group.

Pancho Chang

As Program Officer at the Henry J.Kaiser Family Foundation, Pancho works on sociocultural barriers to care, language services and consumer information in managed care organizations. Before joining the Foundation, Mr. Chang directed Boston City Hospital's community health center in Boston Chinatown. A lawyer, he was a Kellogg National Fellow and a Pew Health Policy Fellow. He has served as a community college trustee, a commissioner of the Massachusetts Group Insurance Commission, and a board member of several national Asian/Pacific organizations.

Chuck Darrah

Chuck is a cultural anthropologist who applies ethnographic research methods to the study of work and organizations. His interests include identity within communities and corporate cultures. Working with colleagues at the San Jose State University, he is currently developing a multi-year research project called Work, Identity and Community in Silicon Valley. His fieldwork results, Learning and Work: An Exploration in Industrial Ethnography, will be published in 1996. Chuck teaches courses in cultural and economic anthropology, research methodology and corporate culture at the San Jose State University, where he currently serves as Chair of the Department of Anthropology.

Candace Ford

Candace serves as director of library services for Good Samaritan Health System, a multi-hospital system in the South Bay. One of the medical libraries is Planetree Health Resource Center, an extensive consumer library that is free and open to the public. Planetree works with public libraries and community health agencies in increasing public access to relevant medical information, including various language materials, texts and journals, computer services and support groups. Before joining Planetree, Candace was library supervisor for a medical publishing company. She also worked as a reference librarian for Contra Costa public library system.

Teresa Hackler

Teresa joined Smart Valley in February 1995 to work on creating the Public Access Network (PAN). PAN focuses on developing and installing public access sites throughout the Bay Area to provide the general public with access to the Internet and its tools. The sites are located in public libraries, city and county administrative centers. Teresa also works in the area of Telecommuting. Previous to her time at Smart Valley she worked at the University of California at Berkeley in the Office of the Vice Chancellor for Research. She graduated from the University of California, Santa Barbara with a degree in political science.

Jay Hendee

At the New Haven Unified School District, Jay is responsible at the district level for all media centers, video systems, classroom computers and software. His currently ongoing projects include a video network with send and receive capabilities from every classroom in the district to any other classroom in the district, with each site connected to the district office through fiber. He has been responsible for connecting each classroom to the Internet within three schools during this calendar year, with eight others planned over the next two years. He has also been responsible for connecting the high school library to a county library system through a modem.

Brewster Kahle

Brewster is a founder of the Wide Area Information Servers, Inc. which was recently acquired by America Online. As an Internet pioneer, Brewster has helped bring

commercial and government services onto the Internet. WAIS Inc. sells Internet publishing tools and production services to companies such as Encyclopedia Britannica, New York Times and the Government Printing Office. At MIT, Brewster worked on super computers in the 1980's at Thinking Machines Corporation. In 1989, he formed the WAIS project to take advantage of the growing Internet.

Ed McGuigan

Ed is director of Research and Instructional Technologies Support (RITS) in Stanford University Libraries. RITS manages computer clusters and classrooms, the media center, language lab, curriculum development lab, and academic computing publications. As a pilot new media center, the Stanford Media Integration Lab for Education (SMILE), supports multimedia activities by integrating media and computing resources in Meyer Library. Ed returned to Stanford in 1993 after a year as manager of research consulting and instructional computing at UCSF and a year in education research with Apple Computer's advanced technology group.

Paul Saffo

As a Director at the Institute for the Future, Paul specializes in the long-term social and commercial impacts of new information technologies. He is engaged in the ongoing assessment of long-term structural shifts in the computer, communications and media industries. Paul also contributes an occasional column to Wired, and has been a Editor for PC Computing Magazine, Infoworld Magazine and his essays on information and media trends have appeared in a variety of publications.

Doug Schuler

For over 10 years, Doug has applied his technical expertise to societal issues by writing and speaking on the uses of computer technology. He is now chair of the national board of the Computer Professionals for Social Responsibility (CPSR). Doug is active in the Community Network Movement. As part of his interest in community technology, he has begun to work with the Community Technology Institute in Seattle. He is also a founding member of the Seattle Community Network, a free-public access computing network that attracted over 5,000 users in its first year.

CALIFORNIA'S LOCAL LIBRARIES: ENTERING THE 21ST CENTURY

November 3, 1995

INTRODUCTION

As we move toward the 21st century, dramatic forces are changing the broader environment: immigration is rapidly changing the composition of the state's population, public funding has fallen, the gaps in education attainment are widening, and new information technologies are redefining how we access and use information. These drivers are pushing California libraries to rethink their roles in the community and how they are organized to fulfill them.

IFTF will be conducting an expert workshop with key individuals representing diverse groups and perspectives of the community and who are exploring the evolution of the information society. The workshop will encourage participants to explore the impacts of diversity and rapid technological change on public access to information and services. The workshop session will be a dynamic interactive session with individuals interested in the new Californian consumer in the 21st century and how they will search for and receive information.

AGENDA

8:30-9:00 **CONTINENTAL BREAKFAST**

9:00-9:20 **WELCOME AND INTRODUCTIONS**

9:20-10:00 **PAINTING THE CALIFORNIA CONTEXT**

IFTF will provide an overview to key changes occurring in the external environment and forecasts of these trends. This includes examining major sociodemographic and economic shifts in California.

10:00-11:00 **THE NEW CALIFORNIANS: CHALLENGES FOR
CALIFORNIA'S LOCAL LIBRARIES IN THE 21ST CENTURY...**

The group will discuss the key challenges emerging from the changing California context that are driving local libraries in California to rethink their role in the community, their strategies for providing services and service offerings themselves.

11:00-11:15 **BREAK**

11:15-12:15 **MORE CHALLENGES**

12:15-1:00 **LUNCH**

1:00-2:00 **THE NEW CALIFORNIANS: CONTINUED**

2:00-2:15 **BREAK**

2:15-5:00 **VISIONS FOR ADDRESSING COMMUNITY NEEDS IN THE
FUTURE**

IFTF will provide highlights of the Woodland Public Library's strategic planning process, and the choices and strategic imperatives that one public library has chosen. As a group, we will identify and discuss key choices that libraries will have to make to better serve the emerging California consumer.

CRITICAL ISSUES FOR CALIFORNIA LIBRARIES

In a state that encompasses the high-tech palaces of Silicon Valley and the poverty of East Palo Alto; the urban centers of San Francisco, Los Angeles, and Oakland and the farming towns of the Central Valley; and the largely white, upper-middle class enclaves of the Peninsula and Orange County and the large, vibrant Hispanic and Asian Communities, no one can claim that there is a single California or one kind of Californian. To pretend otherwise would only lead to a failure to meaningfully address the needs of the entire community.

The challenge of understanding the intricacies of California's local communities in the information age is common to all local institutions and service providers, but none more so than libraries. After decades of acting as the primary locus of publicly available information in local communities, libraries now face the challenges of alternative electronic resources.

What is the future of the library in the information age? To seed the answers to this question, this workbook for the California Local Libraries expert workshop presents 12 critical issues that every California local public library must consider as it plans for the future. The issues arise from the current intersection of California's sociodemographic, economic, and technological trends, which are clustered in three main themes: (I) California's emerging information society; (II) information access in a diverse and infomated California; and (III) the role of libraries in California communities.

The discussions of these issues reflect input from several research efforts:

- The statewide information needs survey conducted by Field Research Corporation
- The Libraries of Tomorrow Task Force sponsored by California State Library and IFTF
- A detailed strategic planning effort by Woodland Public Library with IFTF.

How the information society plays out in local communities is of critical importance to the library. While a growing group of sophisticated information users have multiple options for receiving information and communicating, novice or inexperienced information seekers have only limited usage of traditional channels, let alone alternative media. To

serve the whole community, libraries must address the needs of both groups—and everyone in between.

I. AN EMERGING INFORMATION SOCIETY

1. Californians Are Generally Sophisticated Information Users

A significant number of Californians use or encounter technology at home and work. Almost half of Californians have a PC at home or use one at work, while a quarter are connected to an online service or surrounded by new electronic information technologies. Their lives—both personal and professional—are influenced by information, computers, and communications tools, and these technologies will be an increasing influence and force in the future (Table 1).

Table 1
A Large Portion of California Has Joined the Information Age
(Share of all adult Californians)

46%	own a PC
45%	use a PC at work,
27%	have access to online services at home or at work
26%	have at least 5 of 8 infomated technologies at home, including VCR, cell phone, laser disc player, answering machine, computer, fax, voice mail, or CD player.

Source: California State Library Survey, 1995

2. Californians Have High and Active Information Needs

Californians aggressively search for information to fulfill a variety of needs. In a recent statewide survey about information use, a large portion of Californians responded to questions indicating their needs for sources of information or assistance. Most often Californians search for information about health and medicine, major household purchases, vacation planning, and home repairs, in that order (Table 2).

Table 2
Californians' Information Priorities
 (Percent who in last year needed information or assistance on . . .)

	<u>Percent</u>
A medical or health concern	40
Purchasing something big for the household	37
Planning a vacation or recreational activity for the family	36
Home repair or improvements	35
Learning or updating a skill for your job or your own personal growth, such as a refresher course or extension school	32
Helping a friend or family member through a crisis	30
Hobbies or personal interests	29
A legal situation such as those involving an accident, employment, divorce, real estate, or a new business venture	28
Housing or transportation available in the community	19
Managing the household budget or personal finances	16
Parenting concerns such as raising children	15

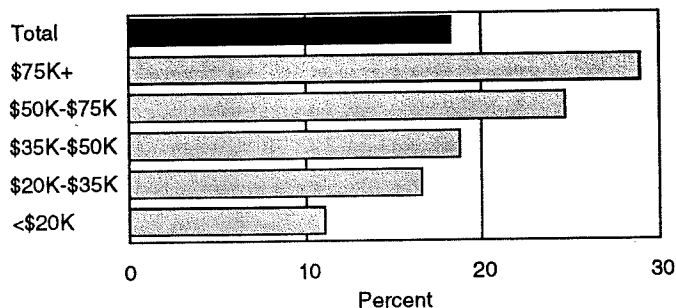
Source: California State Library Survey, 1995

3. The Rich and Educated Spend More Time Searching for Information

Information searching may in fact be an acquired and self-reinforcing skill—experience with technology seems to increase the likelihood that people will search for information. Californians who search for a large amount of information (that is, they indicated a large number of information searches in the survey) tend to have higher household incomes, higher levels of education, and greater experience with technology at home and work. Their information seeking behavior appears to derive in part from an understanding or awareness that information is useful. They are part of an information seeking cycle: when they need information, they look for it because they know where—or more accurately, they know how—to do so.

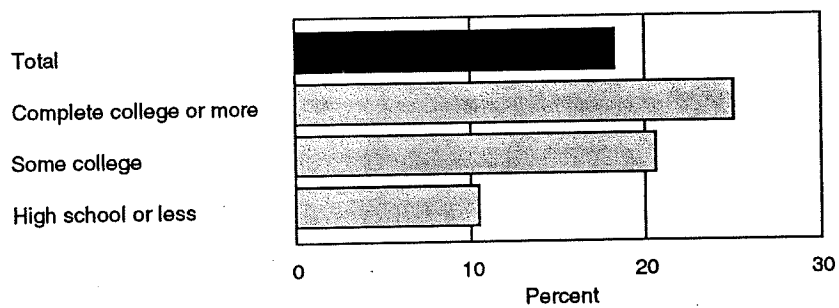
Figure 1 shows that three times as many Californians with incomes over \$75,000 admit to being “heavy” searchers of information (indicating searches in 8 or more of the 11 categories we listed in the survey) as those with incomes under \$20,000. Further, those with a college education are two and a half times more likely to be “heavy” searchers than those with only a high school diploma (Figure 2).

Figure 1
Heavy Information Searching Increases with Income
(Percent heavy information searching)



Source: California State Library Survey, 1995

Figure 2
Heavy Information Searching Increases with Education
(Percent heavy information searching)



Source: California State Library Survey, 1995

4. People Rely on a Variety of Sources for Information

Despite the broad presence of personal computers at home and at work, Californians use a variety of sources to get answers to their questions and assistance for a variety of needs. These include both traditional written materials and electronic tools (Table 3).

Table 3

Californians Use a Variety of Strategies to Obtain Information and Make Transactions

Question: In the past year, about how often have you . . .

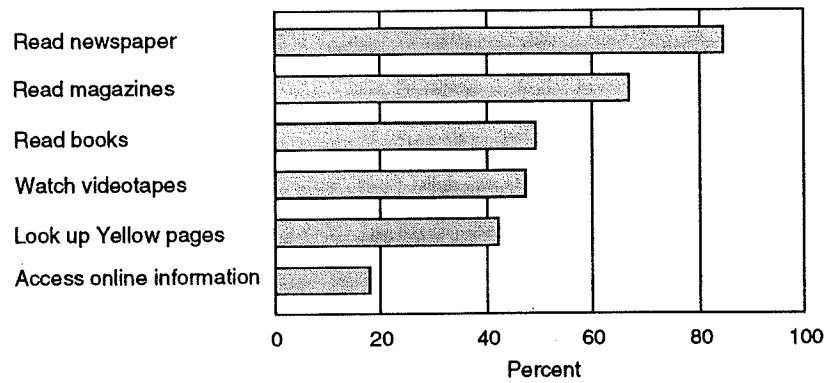
(Percent who have . . .)

	<i>Percent</i>
Requested written material, such as pamphlets, newsletters, or product information to be mailed to your house?	65
Used the phone to purchase something?	60
Gone to a central location (library, post office, city hall) to pick up written material on community services, elections, product information, or community newsletters?	55
Used a fax machine to request and retrieve news, directions, product brochures, or other information?	43
Used a self-service electronic kiosk in a public location (mall, library, airport, hotel) to get information, directions, or store/restaurant listings?	42
Used a computer to look up information about current events, weather, investments, or products/services?	36
Used the phone to pay bills?	16

Source: California State Library Survey, 1995

Among the different formats for gathering information, a variety of written materials are still widely and regularly used by Californians (Figure 3).

Figure 3
Californians Are Readers
(Percent who . . . at least once a week)



Source: California State Library Survey, 1995

5. Wide Support for New Information Technologies

Despite the disparity of experiences with technology tools among the community, most Californians perceive strong positive benefits from building computer skills and participating in some form of continuous learning. Most Californians, including ethnic and low income groups across the state, agree strongly that learning computer and other new skills is essential for keeping up at work (Table 4). Sixty eight percent report that they plan to learn more about computers in the next 12 months.

Table 4

Computer Skills and Learning Are Priorities for Most Californians

Question: Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly?

(Percent who . . .)

<u>Agree Strongly</u>	<u>Total</u>
In order to be successful these days, you need computer skills	
Total	61
African American	77
Asians	67
Hispanics	61
Low Income	58
To keep up at my job, I have to learn new things all the time	
Total	58
African American	56
Asians	73
Hispanics	65
Low Income	56

Source: California State Library Survey, 1995

IMPLICATIONS FOR LOCAL LIBRARIES

Californians use a wide range of resources—people, institutions, traditional media, and technology—to gather information and make transactions. For the foreseeable future, none of these resources will replace the others, but rather they will coexist to provide a rich set of choices. California households will continue to have more alternatives for accessing information and assistance as the electronic infrastructure expands throughout the community and information services grow more privatized. This means that learning how to select the most effective information tools and resources will itself become an important skill.

Keep in mind, however, that opportunities for using new ways to retrieve information and communicate are inequitably distributed across the community. More often it is the wealthier, better educated Californians that have access to such tools, a trend that may leave specific groups disenfranchised from the larger "information society." We turn to this topic in the next section.

II. UNDERSTANDING INFORMATION ACCESS IN A DIVERSE AND INFORMED SOCIETY

Affluent households with information tools and broad experience with technology may bypass the library in the future for some or all of their information needs by using these new alternatives. At the same time, members of local communities without access to technology may look to the library as a way of learning how to use these tools. Yet others—out of technophobia, lack of experience, or cultural predisposition—may rely even more heavily on the library for traditional print media and personal interaction.

These different possibilities pose a dilemma for the libraries of the future. On the one hand, the library has the opportunity to level the playing field for technology and information access. On the other hand, if it does so exclusively, it risks alienating members of the community who may want to—or have to—continue to rely on traditional media and written material for their information.

6. Some Groups Find It Hard to Locate Information

Some groups find it hard to locate the information they are looking for. While one third of all people state that they have trouble locating the information they need to make important decisions, those whose household income was under \$20,000, those who were Hispanic, African American, and Asian, and those whose primary language was not English were more likely to have trouble getting satisfaction in their information searches (Table 5).

Table 5

Some Californians Have Trouble Finding Information

(Share of all households in the group who state that they feel they could have used more information when they sought information or help on 11 specific questions)

TOTAL POPULATION 33

By income

Under \$20k	39
\$20-35k	37
\$35-50k	33
\$50-75k	28
\$75k	28

By education

High school or less	35
Some college	36
College	29

By ethnicity

Hispanic	42
African American	39
Asian	39
Non-Hispanic white	27

By other characteristics

Disability in household	35
Primary language not English	41

Source: California State Library Survey, 1995

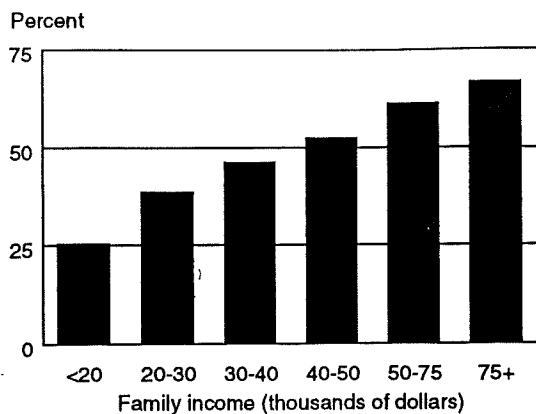
7. PC Access at Home Depends on Income and Education

The link between education and income is strong—higher education tends to increase earnings. The link between income and access to technology is also strong. This pattern—higher education and income leading to a greater potential for information technology in the home—is a critical driving force in California, where a bifurcated society tends to mean technological sophistication. Figure 4 shows, the higher the income, the higher the probability of a computer in the household. The trend is similar for rising educational attainment.

Figure 4

Wealthier Families Tend to Use Computers More

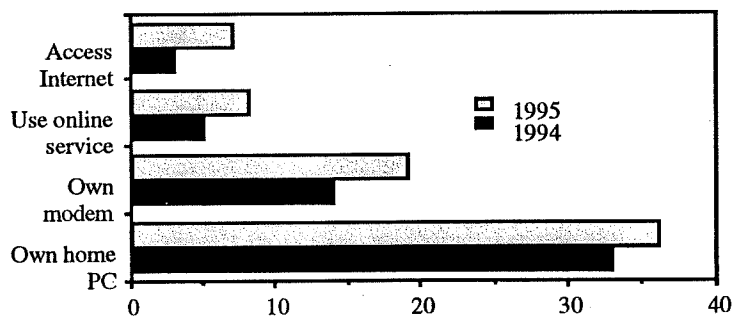
(Percent of workers using computers, by family income)



Source: U.S. Census Bureau, Current Population Reports, 1994

Given this phenomenon, access remains a critical issue for many Californians. The overall trend shows a high growth in the percentage of computers in the home, along with the rising likelihood that the computer is connected to information via the Internet (Figure 5). However, penetration of this critical technology is not equally distributed among California households, skewing information access towards those with higher earnings and education.

Figure 5
Recent Increase in Home Computer Technologies Is High
(Percent of all U.S. Telephone Households)



Source: American Information User Survey Update, 1995

8. Infomated Households Are Rich and Educated

Some households are more likely to have a wide variety of electronic technologies. Indeed, the number of these so-called "infomated" households is growing quite rapidly. They represent the leading edge of a general middle class movement into the age of electronic interactivity. (We define an infomated household as one that has 5 of 8 of the following technologies: VCR, cell phone, laser disc player, answering machine, computer,

fax, voice mail, or CD player). Infomated households tend to have higher levels of education and income (Table 6).

Table 6

The Infomated Tend to be Highly Educated

(Share of total that are "infomated," that is, have 5 of 8 of the following technologies: VCR, cell phone, laser disc player, answering machine, computer, fax, voice mail, CD player)

Less than high school	4
High school graduate	18
Some college	23
Completed college	39
Postgraduate study	48

Source: California State Library Survey, 1995

9. Different Population Groups Search for Information in Different Ways

Among different ethnic and income groups within California are very different levels of familiarity and experience with these new systems and options for searching for information. Californians speaking a language other than English at home, for example, or with low income tend to search for information in almost the same variety of formats as the majority of Californians, but in each case they search for less information (See Table 7).

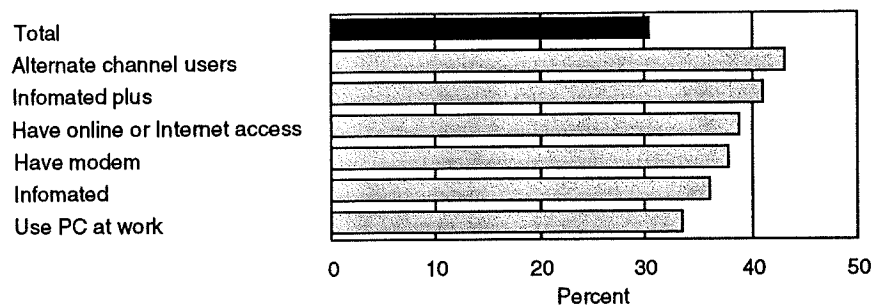
Table 7
Californians Whose Primary Language at Home Is Not English Rely on Paper
Question: In the past year, about how often have you . . .
(Percent who have . . .)

	<u>Total</u>	<u>Non English at home</u>	<u>Less than \$20,000 Income</u>	<u>Hispanic Low Income</u>
Gone to a central location (library, post office, city hall) to pick up written material on community services, elections, product information, or community newsletters?	55	49	45	49
Requested written material, such as pamphlets, newsletters, or product information to be mailed to your house?	65	44	49	43
Used a self-service electronic kiosk in a public location (mall, library, airport, hotel) to get information, directions, or store/restaurant listings?	42	38	32	31
Used the phone to purchase something?	60	38	47	44
Used the phone to pay bills?	16	25	17	26
Used a fax machine to request and retrieve news, directions, product brochures, or other information?	43	25	20	20
Used a computer to look up information about current events, weather, investments, or products/services?	36	22	21	21

Source: California State Library Survey, 1995

So far, the presence of technology in the home doesn't appear to encourage households to bypass the library. Californians who make use of alternative media for information and transactions and those who use technology at home and work are not any less likely to use the library than those who rely on paper for information (Figures 6 and 7). In fact, those who are not infomated and don't have a PC at work are the ones most likely to never or rarely visit a public library.

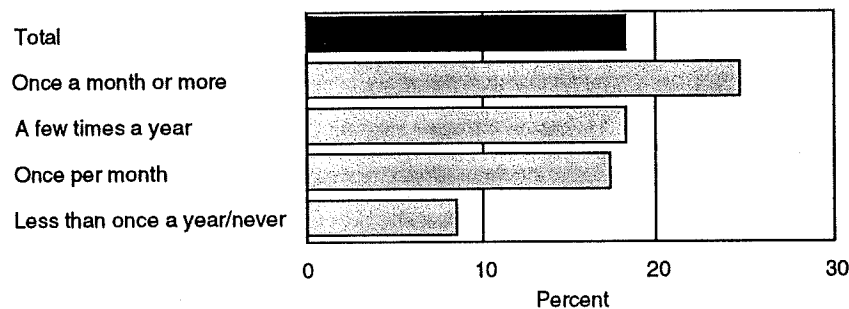
Figure 6
Experience with Technology Encourages Heavy Library Usage
 (Percent who visit the library at least several times a month)



Note: An "infomated" household is one that uses five of eight of the following technologies: VCR, cell phone, laser disc player, answering machine, computer, fax, voice mail, or CD player; an "infomated plus" household is one that uses six of the eight.

Source: California State Library Survey, 1995

Figure 7
The Heaviest Library Users Are Also Heavy Information Seekers
 (Percent)



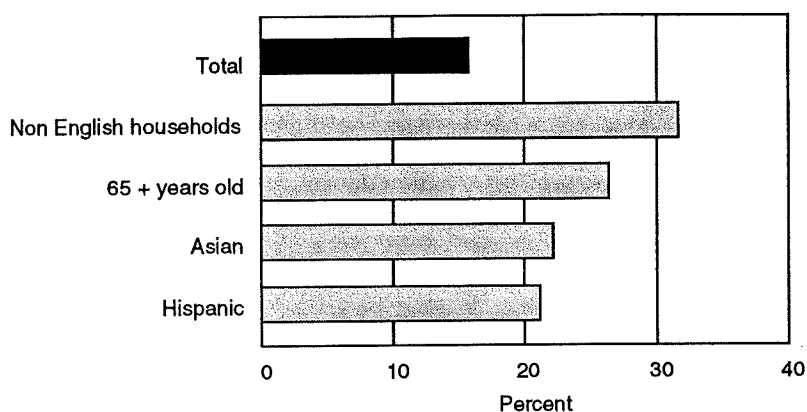
Source: California State Library Survey, 1995

However, as technology and information appliances become cheaper and more readily available, library users may begin to substitute library visits with these new alternatives. The desire for quick access to relevant information in a timely manner may draw current users who are experimenting with technology away from the library in the future.

10. Language and Income Can Affect Access to New Information Sources

Some Californians are not likely to seek out any information or assistance. However, this does not mean that they don't have information needs. Almost 16% of the Californians surveyed said they did not look for any information or assistance concerning any of the items listed in the survey (Figure 8).

Figure 8
Non-Information Seekers in California
(Percent who did not search for any information)



Source: California State Library Survey, 1995

In fact, the low-income and Spanish-interviewed Hispanics search for fewer items in general, according to the survey. One third of the low-income Hispanics and 42% of Hispanics interviewed in Spanish report that they did not search for any of the items listed in the survey. Furthermore, one third of Asians in the low-income and non-English interview groups report that they did not search for any items. These figures don't necessarily mean that these groups don't have information needs. They may mean that the kinds and channels of information offered by information providers and community institutions may not be relevant to them.

For example, 46% of Californians interviewed in their native language (if other than English) stated that there is not enough information available in their native language. More than half of low-income Asians and Hispanics agree with this strongly. And while 38% of Californians say they prefer talking to reading to get information, almost half of Hispanics agree strongly with this statement.

Table 8
Some Californians prefer spoken over written information

<u>Agree Strongly</u>	<u>Total</u>	<u>Hispanic</u>	<u>Low Income</u>	<u>Low Income African American</u>	<u>Low Income Hispanic</u>
I usually prefer talking to someone rather than reading to get the information I need.	38	46	44	51	49

Source: California State Library Survey, 1995

Low-income Californians tend not to search for information and assistance as much as other groups: 59% have low or no information needs (meaning they searched for very few items or none at all). Not surprisingly, they show low levels of community participation as well (as measured in the survey by voting, recycling, volunteering, and donating to charity). But this doesn't mean they never search for information. Although one fourth of them rarely or never go to the library, 28.6% go once a month or more. And since they have little experience with technology either at home or at work, when they do search for information, they rely on written material. This suggests that to serve the whole population libraries must maintain their written as well as electronic resources.

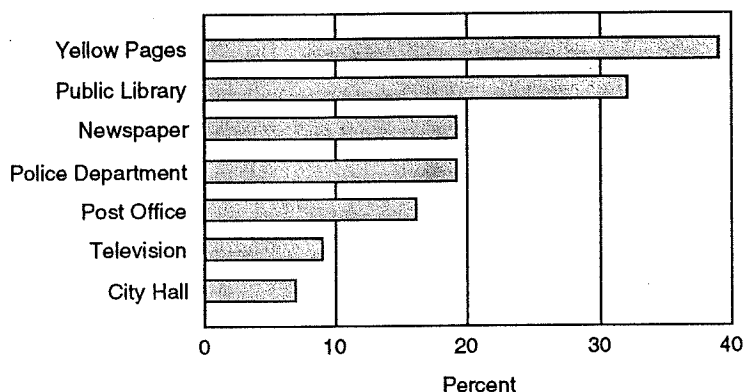
III. THE ROLE OF THE LIBRARY IN THE LOCAL COMMUNITY

Despite the challenges of diversity, technological alternatives, the changing nature of public access and other issues, the library is uniquely positioned to be a pivotal local institution in California communities in the future. It is perceived as a balanced and trustworthy institution that provides personal service to its patrons. The librarian is a valued resource for most Californians and will continue to play a critical role brokering information and services and acting as a credible voice and authority in a confusing world.

11. Confidence in the Public Libraries Is High

A diverse California values the library as a community resource and the librarian as a key feature of the library. Compared to other institutions or sources of information, the service the library provides is considered excellent by a majority (see Figure 9).

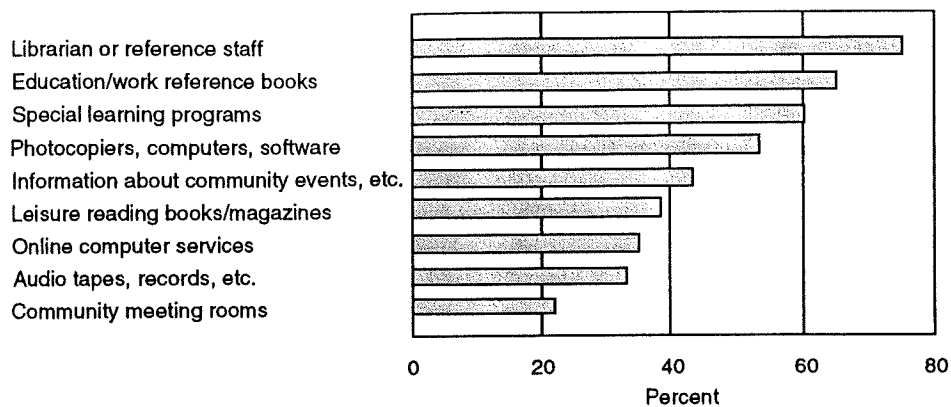
Figure 9
Percent Who Rate . . . "Excellent" as a Source of Information or Assistance



Source: California State Library Survey, 1995

Californians view the library as a place where they receive personal service. To meet their own personal needs, they rate a knowledgeable librarian as the most important library resource. Educational or work-related books and material and special programs (such as literacy programs) follow as features Californians consider important library resources (Figure 10). This suggests two important trends for librarians: one, they won't be replaced by computers any time soon, and, two, they will continue to evolve as information impresarios, educators, and communicators.

Figure 10
Librarians Are Considered a Key Library Resource
(Percent)



Source: California State Library Survey, 1995

Different groups of Californians view the library in different ways. Some view the library as an extension of their household infrastructure, while others see it as a central community hub of information.

- African Americans, Hispanics, and low-income groups are much more likely than others to rate community information, audio visual aids, access to online services, educational or work-related materials, special programs, and equipment as very important.
- Young people are highly likely to rate access to online resources and special programs as important.
- Baby boomers (aged 25 to 44 years) rate community information, access to online services, educational books and materials, special programs, and equipment as very important.
- Seniors are least likely to identify the librarian as very important.

12. Almost Everyone Uses the Library

Library use is relatively high among Californians. Forty eight percent say they use a public library at least once a month and 30% at least several times a month. Library usage is shared by many subgroups, cutting across race, ethnic, and income lines. There are only a few real outliers among the subgroups: those who live in households under \$20,000, those who have only a high school diploma, and African Americans all are less frequent users of the library; upper middle income groups, the college educated, and Asians use the library somewhat more frequently (Table 9). But in general the variation is not great.

Table 9
Californians of All Sociodemographic Groups Use the Library
(Share of income groups who use the library at least once a month)

<u>By family income</u>		<u>By education</u>		<u>Ethnic groups</u>
Under \$20k	41	High school or less	37	African Americans 41
\$20-35k	50	Some college	51	Hispanics 49
\$35-50	49	College	56	Asians 55
\$50-75k	55			
\$75k	49			
<u>Other characteristics</u>				
Disability			45	
Primary language not English			44	

Source: California State Library Survey, 1995

Further examination of ethnic, low-income, and non-English speaking groups show significant differences in the frequency of library use and what they regard as the key resources of the library. The implication for the library is that it must face the challenge of continuing to serve the traditional heavy user population—the young, the baby boomers, the affluent, and well educated (Figure 11)—at the same time it enhances its services to other groups who may not currently consider the library a meaningful resource, such as the disabled, recent immigrants who don't speak English, and other disenfranchised populations (Figure 12).

The Hackers Conference

PO Box 6983
San Mateo, CA

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(415) 574-3420
Fax: (415) 574-0546

Hackers 94.9997

3-5 November 1995

Each year many people and companies help the conference by providing money and products. Some of these sponsors have chosen to remain anonymous.

You've attended the conference before so you know what the conference is all about. You're invited to this year's conference (Hackers 94.9997) which will be held at Granlibakken in North Lake Tahoe from 3-5 November 1995. We'll be working over the next six to eight weeks developing the program based on who is planning to attend.

A special thank you to this year's sponsors and supporters which already include:

Fantasia Systems
Point Foundation
The W.E.L.L.
and anonymous donors

If you'll be able to attend this year, please return your application as soon as possible. We've made it easier for you this year by pre-printing most of your application using the information in our database. If you need to make changes, just make the changes on that printout (please write clearly, sometimes the data entry person can't figure out what some people have written). Be sure to fill out (and sign) the other side of the form. Then send the form back with your check in the pre-addressed envelope.

Last year's sponsors included:

Fantasia Systems
Point Foundation
John Romkey
SuperMac
The W.E.L.L.
and anonymous donors

Through September we're planning to allocate 25% of the available space for foreign attendees, and 25% for first time attendees. In the past we've been close to capacity, so please don't wait too long as the available space may fill up quickly.

This year's steering committee includes:

Roe Adams III
Russell Brand
Coco Conn
Claire Griffin
Lou Katz
Bob Keller
Eugene Miya
Jack Powers
John Romkey
Steve Satchell
Johan Strandberg
Susan Tenney
Tom Wadlow

In addition to the regular and early fee (International attendees -- the early fee will apply to you as long as you register by 16 October!), we've added two special lower fees (only a few of these are available) to encourage people who can't otherwise afford to attend. If you have some difficulty in sending in your payment now, it's better to send your form in today along with a note rather than waiting until the last minute.

How can you help (besides registering early)? Suggest some "new blood" to be invited to the conference. Offer to lead or organize a session. Bring some cool gizmos and toys to show and play with or some hot videos to show. Have your company become a sponsor (it's advertising and is often a business expense) by providing \$1,000 for one scholarship with travel or two scholarships without travel, \$2,000 to sponsor either the munchies or the drinks, or \$5,000 to sponsor one of the midnight buffets.

We'll send more information to attendees around the beginning of October, but here's some travel info that might help now. Call United Airlines meetings desk at 800-521-4041, use our meeting code of 557ZQ, and receive a discount on airfares to either Reno (the conference airport) or to the San Francisco area.

Conference Chair:
Glenn S. Tenney

Be seeing you.

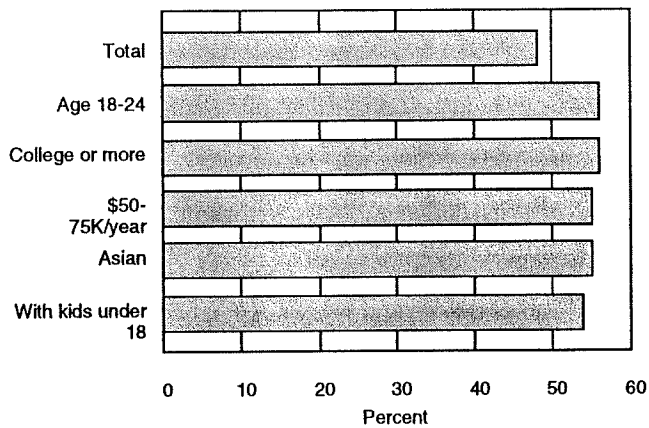
Glenn



The program committee wants to know what sessions you'd like to have at the conference this year. Please review this list of session topics from prior years (these are sessions that we've had or sessions that were requested), select no more than five (yes, it's difficult to keep it down to five), then write those five corresponding numbers on your application form. The program committee will then plan a program that is based on your input.

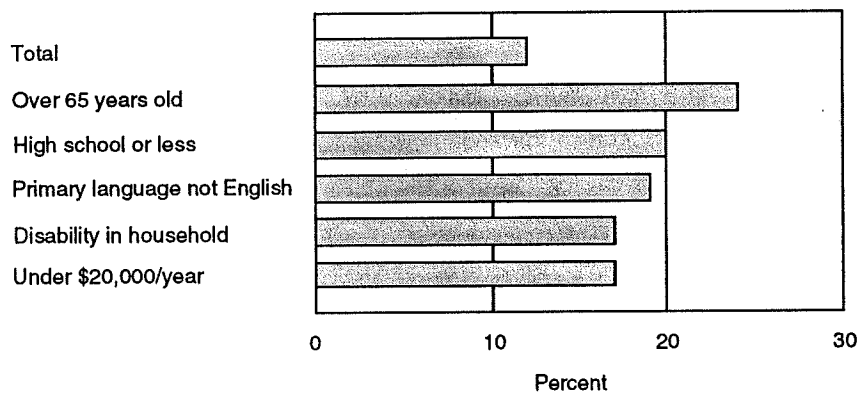
- | | |
|--|-------------------------------------|
| 1. access to government data | 45. multimedia |
| 2. agoric systems | 46. music |
| 3. automotive hacks | 47. nanotechnology |
| 4. biotechnology | 48. neural networks |
| 5. cellular automata | 49. nomadic computing |
| 6. chaos theory | 50. NREN/NII |
| 7. cheap high-tech | 51. object oriented designs/systems |
| 8. chip hacking | 52. optical computing |
| 9. cold fusion | 53. organic living / computing |
| 10. constitutional issues | 54. pen based interfaces |
| 11. consulting, how to do it | 55. performance art |
| 12. crackers and phone phreaks | 56. performance technology |
| 13. cryptography | 57. physics fads |
| 14. dead computer architectures | 58. piracy and copy protection |
| 15. development tools | 59. politics |
| 16. distributed computing | 60. privacy |
| 17. don't try this at home | 61. programming languages |
| 18. Eastern European countries | 62. pyrotechnics |
| 19. education, adult | 63. rapid prototyping |
| 20. education, kids (K-12) | 64. reusability |
| 21. electronic frontier | 65. robotics |
| 22. environmental technologies | 66. search and seizure |
| 23. ethics | 67. security role playing game |
| 24. fluidics | 68. show and tell |
| 25. future technologies | 69. social engineering |
| 26. game design | 70. space launches / travel |
| 27. gaming, arcade | 71. special effects |
| 28. gaming, Japanese | 72. speech recognition |
| 29. gaming, multiplayer (MUDs MOOs...) | 73. speech synthesis |
| 30. gene splicing | 74. starting a business |
| 31. genetic algorithms/programming | 75. supercars |
| 32. graphics | 76. superconductivity |
| 33. groupware | 77. technologies for the disabled |
| 34. hackers becoming executives | 78. telecommunications |
| 35. hacking bureaucracies | 79. thinking machines |
| 36. hacking the arts | 80. ubiquitous computing |
| 37. hacking the laws | 81. user interfaces |
| 38. HDTV | 82. useless devices |
| 39. history of computing | 83. video production |
| 40. hot stuff | 84. virtual reality |
| 41. hot stuff that didn't make it | 85. viruses and worms |
| 42. information sharing | 86. wireless data communications |
| 43. intellectual property | 87. works in progress |
| 44. interactive TV | |

Figure 11
Heavy Library Users Are Young, Educated, and Affluent
 (Percent who use the library once a month or more)



Source: California State Library Survey, 1995

Figure 12
The Elderly and Disenfranchised Are Most Likely Never to Use the Library
 (Percent who never or rarely visit the library)



Source: California State Library Survey, 1995